

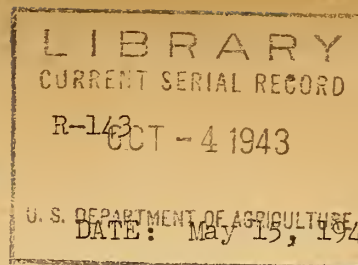
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Cap. 1

CONSUMER TIME

CENTS PER POUND MEAT



NETWORK: NBC

ORIGIN: WRC

TIME: 12:15-12:30 PM
EWT

(Produced by the Food Distribution Administration of the Department of Agriculture. This script is for reference only, and may not be broadcast without special permission. The title, CONSUMER TIME, is restricted to network broadcasts of this program, presented for ten years in the interest of consumers.)

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1. SOUND: CASH REGISTER...RINGS TWICE...

2. MAN: (SIMPLY) This is CONSUMER TIME.

3. SOUND: MONEY IN TILL...CLOSE DRAWER...

4. WOMAN: That's your money buying food.

5. SOUND: CASH REGISTER.

6. MAN: That's your money paying for a home.

7. SOUND: CASH REGISTER.

8. WOMAN: That's your money buying clothes.

9. MAN: Buying you a living in wartime.

10. SOUND: CASH REGISTER...CLOSE DRAWER...

11. VOICE: The Consumer News of the Week - interpreted by your Consumer reporter, Johnny Smith —
12. JOHN: The war orders straight from Washington!
13. VOICE: (ON FILTER) OPA releases extra sugar for home canning.
14. JOHN: You will be able to get the sugar you need for home canning this year - up to a limit of twenty-five pounds per person. And you don't have to pay any ration coupons to get it either. Just go to your local price and rationing board. They'll help you get the sugar - if you honestly need it.
15. VOICE: (ONFILTER) Government begins to set definite ceiling prices on food.
16. JOHN: In thousands of small grocery stores - in a hundred and thirty big city areas - Government price tags were placed this week on the following kinds of food: coffee, milk, bread, butter, eggs, poultry, flour, macaroni, noodles, sugar, shortening, cooking and salad oils, and evaporated and condensed milk. Other foods in other stores will be put under price ceilings soon. Watch your papers for information like the following —

17. VOICE: (ON FILTER) All stores - in every section of the country will have definite cents-per-pound ceilings on all cuts of beef, veal, lamb and mutton - starting May seventeenth.
18. JOHN: Those new cents-per-pound ceilings on beef, lamb, veal and mutton go into effect next Monday. And if you'd like to know just how important they are to all of us - I'll show you.
- Maybe you have a butcher shop in your town like one I know about. A shop that's trying to stick to the rules of rationing and price ceilings. This shop I mention is run by a couple of Italian-American - Giuseppe and his wife Angela, and they've been having sort of a hard time. For instance, just yesterday the phone rang, and —
19. SOUND: TELEPH ONE RINGS, RECEIVER TAKEN OFF HOOK.
20. GIUSEPPE: (ITALIAN ACCENT) Hello? Giuseppe's Meat Market.....
- Yes, ma'am - we gotta round steak..... Nine points per pound.... But lady - that is how much points Uncle Sam say I should take for one pound round steak... What? You say store across street no ask so much points? But that is wrong. Maybe is some mistake - no? All stores should ask points for round steak... But lady —! Hello?....
- Hello?
21. SOUND: PHONE PLACED ON HOOK.

22. GIUSEPPE: She hang up.
23. ANGELA: Another one! Giuseppe! We lose all our business!
24. GIUSEPPE: But Angela — what can we do?
25. ANGELA: Capital Market across street — he gotta plenty business.
26. GIUSEPPE: Sure — and you know how he gets it? He sells black market meat.
27. ANGELA: Aw ———
28. GIUSEPPE: He does. I know it.
29. ANGELA: How you be so sure?
30. GIUSEPPE: He no charge so much points like he should. How can he buy meat without points— unless he buy in black market?
31. ANGELA: Maybe he no charge so much points, but he charge — a much money.
32. GIUSEPPE: Sure — he charge—a Too much money.
33. ANGELA: But still lots of people go to his shop. Look — out that window ———
34. GIUSEPPE: I know. Is funny. Me — I no charge so much like him. I sell good meat — low price.
35. ANGELA: Se. You give it away almost.

36. GIUSEPPE: (STEADY) Angela - I do like Uncle Sam say. I buy at ceiling price - and I sell at ceiling price.
37. ANGELA: When you got anything to sell!
38. GIUSEPPE: (DETERMINED) I do like Uncle Sam say. My son Tony - he go to war and fight for Uncle Sam. Me - I stay home and help Uncle Sam win the war.
39. ANGELA: And so - when Tony come home, he find no business - no meat market no nothing.
40. GIUSEPPE: You think is better he find us crooks?
41. ANGELA: (DISPARAGINGLY) Crooks ———
42. GIUSEPPE: That is worse than crooks - to buy in black market. That is sabotage - I like enemies. You want for Tony come back and find his Mom and Pop is enemies to Uncle Sam?
43. ANGELA: (IMPATIENTLY) Oh, Giuseppe ———!
44. GIUSEPPE: No - we are not enemies. We good Americans. Uncle Sam - he give us this shop.
45. ANGELA: Give it! For much money.

46. GIUSEPPE: Sure. But he give us change to earn money to buy shop.
47. ANGELA: And now he give us chance to lose money - and shop too.
48. GIUSEPPE: But in Italia we no get chance for have fine shop like this, Angela. Here in America we have chance. Maybe we win - maybe we lose. But we have chance. And me - I play game like okay American. I play rules like Uncle Sam say.
49. ANGELA: But Giuseppe —
50. SOUND: JINGLE OF SHOP DOORBELL, OFF, AS DOOR OPENS.
51. GIUSEPPE: (SOTTO) A customer!
52. SOUND: DOOR CLOSES.
53. GIUSEPPE: (WARMLY) Good mornin', Mrs. Martin.
54. MARTIN: (FADING IN, FROTHY TYPE) Good morning. What kind of meat have you today?
55. GIUSEPPE: What kind you want?
56. MARTIN: I'd like a nice leg of lamb - if I have points enough.
57. GIUSEPPE: Leg of lamb is six points per pound. And the smallest leg I get weighs about four pounds.

58. MARTIN: Oh, dear! Well, haven't you any that takes less points?
59. GIUSEPPE: Not leg of lamb.
60. ANGELA: Maybe Mrs. Martin like some other kind of meat. Now, chicken - that take no points at all.
61. MARTIN: No - I have my heart set on leg of lamb. (TURNING OFF)
Well, if you people can't serve me ---
62. GIUSEPPE: But our lamb very good, Mrs. Martin.
63. MARTIN: I think I'll go across the street - to the Capitol Market. His meat doesn't cost so many points.
64. GIUSEPPE: Maybe Capital Market has old meat - almost spoil. Then - so he sell quick - he cut down price too, when he cut down point value.
65. MARTIN: No - he certainly doesn't cut the price. He charges more than you do for his meat, but he doesn't make me pay so many points.
66. GIUSEPPE: But that is breaking law, Mrs. Martin. Uncle Sam say - if butcher cannot sell meat, and maybe it spoil soon - then he can cut down point value. But he must cut price too.

67. MARTIN: Well, I'm sure I don't know what those silly rules say, but I do know that I can get a lot more meat across the street - for less points.
68. ANGELA: Maybe we cut down point value on leg of lamb - eh, Giuseppe?
69. GIUSEPPE: No, Angela. This is good meat. If I cut points, I must cut price too. We lose money.
70. MARTIN: (TURNING OFF) Well, if you'd rather lose my patronage ---
71. ANGELA: Mrs. Martin - wait ---!
72. MARTIN: (OFF) Sorry. I'm in a hurry. Good day.
73. SOUND: OFF MIKE, TINKLE OF DOORBELL. DOOR SHUTS.
74. ANGELA: So!
75. GIUSEPPE: But Angela - what can I do?
76. ANGELA: I don't know Giuseppe. But I know what I am going to do. Give me my shawl.
77. GIUSEPPE: Where you going?

78. ANGELA: I'm going across the street -- to see how a businessman sells meat.
79. GIUSEPPE: (FADING) Angela ----! Angela!
80. SOUND: ON MIKE. TINKLE OF DOOR BELL. PAUSE FADE IN CASH REGISTER, VOICES.
81. MARTIN: (FADING IN, DELIGHTED) A leg of lamb! Oh, that's wonderful!
82. BUTCHER: (FADING IN) Yes, Mrs. Martin -- that weighs just five pounds -- at sixty -two cents a pound.
83. MARTIN: Well, that seems rather high, but ---
84. BUTCHER: Well, if you don't want it ---
85. MARTIN: (QUICKLY) Oh -- Oh, yes, I do!
86. BUTCHER: Better snap it up -- while you have a chance. Plenty of people would pay more than that for a leg of lamb these days.
87. MARTIN: Yes -- of course. And uh-- how many ration stamps do I owe you?

88. BUTCHER: Well, leg of lamb's supposed to cost six points per pound
That makes thirty points all together.
89. MARTIN: But I haven't that many points left!
90. BUTCHER: (SOTTO) How many have you?
91. MARTIN: Just twelve.
92. BUTCHER: Well, since it's you, Mrs. Martin.
93. MARTIN: But I wanted to buy some other meat too —
94. BUTCHER: Well, that's all right. What else will it be?
95. ANGELA: (FADING IN) One minute, please —
96. MARTIN: (ANNOYED) What do you want?
97. BUTCHER: I was waiting on Mrs. Martin.
98. ANGELA: (OVERLAPPING) Mrs. Martin — you should not buy that
meat.
99. MARTIN: And why not? Just because I don't patronize your
butcher shop —
100. ANGELA: No — that is not the reason —
101. BUTCHER: Say, now I recognize you! You're the wife of that fellow
across the street.
102. MARTIN: Yes — the one who charges so many points.

103. ANGELA: Giuseppe charge how many points the Government say. And he never charge more than ceiling prices. Here is no list even of ceilings prices.
104. MARTIN: I'm not interested in ceiling prices. I'm interested in getting good meat.
105. ANGELA: But that is not good meat.
106. MARTIN: What do you mean?
107. BUTCHER: (LIGHTLY) Don't pay any attention to her, Mrs Martin.
108. ANGELA: How can you dare to sell meat like that - for so much money?
109. MARTIN: Why? What's the matter with it?
110. BUTCHER: (DEFENSIVELY) Nothing's the matter with it. It's all right.
111. ANGELA: It is not. It is very low quality. Giuseppe would not even sell such poor meat.
112. BUTCHER: She's just jealous ---
113. MARTIN: Mad - because I came over here.
114. ANGELA: No! This is poor meat. I know. Maybe even bad meat.
115. MARTIN: Bad!
116. BUTCHER: She's lying!

117. ANGELA: If I am lying - you show me the Government inspection stamp on this meat. Or show me the slaughter permit number.
118. BUTCHER: It - it doesn't show on this small cut.
119. ANGELA: Then show it to me on the lamb you cut this off of.
120. BUTCHER: I - I can't -----
121. ANGELA: No - you can't!
122. BUTCHER: (OVERLAPPING) It's sold - the whole carcass.
123. ANGELA: You can't because there is no stamp on it. This is black market meat.
124. MARTIN: Black Market!
125. BUTCHER: Don't listen to her, Mrs. Martin.
126. ANGELA: Sure. He takes meat that should go to our soldiers.
127. BUTCHER: Say, you get out of here ---
128. ANGELA: I know. This is black market.
129. BUTCHER: Shut up - and get out!
130. ANGELA: You do not need to push me (PROJECTING) Mrs. Martin remember what I say.
131. MARTIN: (FADING, CONFUSED) Well, really, I - I -----

132. BUTCHER: (AWAY) Get out!

133. ANGELA: (QUIETLY) I am going.

134. SOUND: DOOR OPENS ON MIKE. STREET SOUNDS, OFF. DOOR, SHUTS WITH
A BING.

135. GIUSEPPE: (FADING IN) Angela ---!

136. ANGELA: Giuseppe - why you come across street?

137. GIUSEPPE: I am worried for you. I see him go after you ---

138. ANGELA: Giuseppe - you were right. He is selling black market
meat.

139. SOUND: AUTO APPROCHING, OFF MIKE.

140. GUSEPPE: Black market?

141. ANGELA: Yes - and bad quality. (THEN, SUDDENLY) Giuseppe --
Look out! That car -----!

142. SOUND: Screech (NOT TOO TERRIFIC) AS CAR COMES* TO SUDDEN STOP.

143. ANGELA: Why you never look where you walk?

144. BROWN: (AWAY) Giuseppe -----!

145. GIUSEPPE: (PLEASED) Mrs. Brown!

146. SOUND: CAR DOOR SHUTS.

147. BROWN: (FADING IN) I was just coming to see you people, but I didn't mean to run you down.

148. GIUSEPPE: (LAUGHING) I am like chicken in road - like crazy.

149. SOUND: TINKLE OF BELL AS SHOP DOOR OPENS.

150. BROWN: Well, a chicken is just what I'm looking for.

151. SOUND: DOOR SHUTS, CUTTING OUT STREET SOUNDS.

152. GIUSEPPE: I getta de best chicken we got for you, Mrs. Brown.

153. BROWN: Well, first, Giuseppe - I have something here I'd like to talk to you about.

154. GIUSEPPE: So? What is this?

155. BROWN: This is a new Government order I just received at our War Price and Rationing Board.

156. GIUSEPPE: Oh.

157. BROWN: I know you are always eager to know what these new regulations are - and how they work.

158. GIUSEPPE: Si, Si. This one - what does it say?

159. BROWN: Well, this order sets a definite cents - per-pound ceiling on all cuts of beef, veal, lamb, and mutton.

160. GIUSEPPE; You mean - like the ceilings on pork - all ceiling prices the same, in every store?
161. BROWN; Every store of the same type - in each region of the country. You see, the country is divided up into twelve regions. In those regions which are a long way from meat production centers, the ceilings are a little bit higher than in others.
162. GIUSEPPE; But - in this region ----
163. BROWN; In this region - from Delaware to Maine - every single store of each type must have exactly the same ceiling prices for meat.
164. GIUSEPPE; What you mean - of same type?
165. BROWN; Well, the chain stores have a slightly lower ceiling than you do - because they buy and sell in larger quantities.
166. GIUSEPPE; But - the Capital Market , across the street ----
167. BROWN; The Capital Market and you will have exactly the same ceiling prices on all meats. So many cents per pound.
168. GIUSEPPE; When?

169. BROWN: Starting May seventeenth. That's the date these new cents-per-pound ceilings go into effect all over the whole country.
170. ANGELA: But maybe the Capital Market will sell poorer meat than we do - for same ceiling price.
171. BROWN: He can't.
172. ANGELA: But he does. He sells poor meat now.
173. BROWN: Well, he won't be able to sell it at the price for high-grade meat. Not after these new ceilings go into effect.
174. GIUSEPPE: Why not?
175. BROWN: Because these cents-per-pound ceilings are definitely set according to the quality grade of the meat sold.
176. GIUSEPPE: Oh, a different ceiling for each grade and each cut.
177. BROWN: That's right. Here's a list of the prices ——
178. ANGELA: But Mrs. Brown ——
179. BROWN: Yes ——?
180. ANGELA: How will customers know what grade of meat that butchers sell? Maybe he will tell them it is high grade.

181. BROWN: The customers will be able to see for themselves. The Government regulations provide that all wholesale cuts of beef, veal, lamb and mutton must have the grade stamp right on it.
182. ANGELA: Oh, Well, that is fine then.
183. GIUSEPPE: But lookMaybe Capital Market buy black-market meat - against law. Then no grade is stamped on it.
184. BROWN: In that case, the customer may be sure the meat she's buying is black market - and she can refuse to buy it.
185. ANGELA: You think Mrs. Martin will refuse meat -- just because it is black market?
186. BROWN: I don't know, Angela. I think she would - if she realized how much depends on our stamping out the black market. The health and safety of her family - the strength of our nation in the war.
187. ANGELA: Si - that is true.
188. BROWN: I think you and I have to educate people like Mrs. Martin - make her realize that whether or not she will get enough meat tomorrow depends on whether or not we stamp out the black market today.

189. ANGELA: We will have to tell her to look for the ceiling price - and the quality grade.
190. BROWN: That's right. She'll have to look for both those things - every time she buys a single piece of meat.
191. ANGELA: And pay all ration stamps Uncle Sam says is right.
193. BROWN: Yes - she'll have to stay within her ration - if she expects us to have enough meat to go around. And if she finds any butcher selling meat without taking the required number of stamps - she can be pretty sure he's selling black market meat.
194. GIUSEPPE: Mrs. Brown -----
195. BROWN: Yes, Giuseppe ----
196. GIUSEPPE: I see here - on this list of new ceiling prices - some prices are lower than the ceilings we have now.
197. BROWN: Yes, they're apt to be.
198. GIUSEPPE: See here - hamburger, _____ cents a pound. Our ceiling price is _____.
199. BROWN: Your ceiling price will be _____ Giuseppe - after April fifteenth. No butcher in this section of the country can charge a penny more than that.
200. ANGELA: I am glad.

201. GIUSEPPE: You are glad, Angela?

202. ANGELA: Si. Very glad.

203. GIUSEPPE: But we will make not so much money even that we make now!

204. ANGELA: Is all right, Giuseppe. We do like Uncle Sam say. And now all customers will know we do like Uncle Sam say. They will come here - not go to store that sells black market meat.

205. GIUSEPPE: We will sell good honest meat - eh, Angela?

206. ANGELA: Si, Giuseppe. We will sell best hamburger we can get - for _____ cent a pound.

(PAUSE)

207. JOHN: Two days from now - on May Seventeenth - ceilings on meat will go into effect all over this country. Today we've asked Mr. J. S. Russell, Deputy Director of the Food Distribution Administration to come here and explain just how these new ceiling prices work - and what they mean to us consumers. Mr. Russell -----

208. RUSSELL: Well, it seems to me that the story we've just heard - about Giuseppe and Angela - tells pretty clearly what these new cents-per-pound ceilings mean to us all. They mean that now - at last - we can really know whether or not a meat market is selling above the ceiling price. Ceilings on meats won't vary widely from store to store, the way they used to. They'll be definitely set - for each region of the country. And you and I who live in that region will know just what they should be.
209. JOHN: And we'll know the grades of the meat too.
210. RUSSELL: Right. And that's a very important point. These price ceilings won't mean much unless we consider the grade of the meat we're buying. The ceilings for each kind of meat are listed according to grade. And our butcher is supposed to arrange his meat according to grade in the showcase. It's our job to look for those grade marks on that meat - and be sure we aren't paying a Grade A price for Grade B or Grade C meat.
211. JOHN: It's our job to look for the price ceiling and the grade of meat.

212. RUSSELL: It's our war job - and our privilege. Because by means of these grades and price ceilings we can protect our pocketbooks and our meat supply. And meat, you know, is only the beginning. Other foods are now being put under definite cents-per-pound ceilings too.
213. JOHN: I know. About fourteen basic foods already have definite ceilings - in all the small, independent food stores in a hundred and thirty city areas.
214. RUSSELL: And tomorrow more foods will have cents-per-pound ceilings - in more stores - in more cities. And more the next week - and so on, just as fast as OPA can get these ceiling prices established. By the time we're through, all the important foods will have definite ceilings on them at so-many-cents per pound. And these ceilings will save us about ten cents out of every dollar we're now paying for food.
215. JOHN: Well, that all sounds mighty fine, Mr. Russell. It's just what all of us consumers have been hoping and asking for. But I imagine that some of our listeners are wondering right this minute whether these new ceiling prices will keep the cost of feed down any more surely than those old ceilings did. Will these new ceilings work?

216. RUSSELL: They will work - if we make them work. The Government's figured out this plan to keep our food costs down, but it's actually up to us consumers to make it work.
217. JOHN: You mean - by checking the price we're asked to pay - against the ceiling price for that food, and not paying a penny more than the ceiling price.
218. RUSSELL: That's one way. But - as I look at it - there are three things we must do if we want to beat the black market and keep prices down. First - we must see that our stores stay below the price ceilings - and that we ourselves never pay any more than we should for the food we buy. Second - we must check on ration points too, and make sure we never pay any fewer points than we owe. Then third - we must check on the grade of food.
219. JOHN: And if we check on all three counts - price, points, and grade - we should be able to make price ceilings work.
220. RUSSELL: We certainly should, Johnny.
221. JOHN: Of course, we need to have the facts handy - in order to check.

222. RUSSELL: Right. And we have the facts - at least on the first two counts. To get the facts on ceiling prices - we need only to clip the price lists out of our newspaper whenever they appear. And the same for points. We ought to clip out all those lists and keep them handy. But now grades - especially meat grades - are a little more difficult. There are so many facts we need to know about meat -----
223. JOHN: I have all those facts boiled down and printed on a Consumer Tips Card, Mr. Russell.
224. RUSSELL: You have? Let me see it.
225. JOHN: Here..... You see - on the front here are rules to guide consumers in buying meat ----
226. RUSSELL: Uh-huh. Very good. Tells them what to look for - and where to find it --
227. JOHN: And here on the back are listed all the different grades for meat - so a consumer can tell just exactly what quality she's getting.

228. RUSSELL: Well, Johnny - I think this is the one thing consumers need to make these new meat ceilings work. They have the lists of points and prices. Now, if they could just have this little Tips Card handy - to stick in their purse and take to market ----
229. JOHN: Well, all they have to do to get it is drop a line to CONSUMER TIME - Department of Agriculture - Washington, D. C.
230. JOHN: I will - later in the program. But right now, I want to know that our audience is eager to know just what ration stamps are valid at this time.
232. WOMAN: What stamp can we use now for buying coffee?
233. JOHN: Stamp number twenty-three in War Ration Book One is good for one pound of coffee any time till May thirtieth.
234. WOMAN: And canned goods?
235. JOHN: Blue stamps G, H, and J are good all this month for buying canned or frozen fruits and vegetables.
236. WOMAN: and how about sugar?
237. JOHN: Stamp number twelve in Book one will let you buy five pounds of sugar through May thirteenth.
238. WOMAN: And meat?

239. JOHN: Red Stamps E, F, and G are valid now for meats and fats. Red stamp H becomes valid tomorrow, and all of them may be used any time between now and the end of May and remember - the cents-per-pound ceilings on beef, veal, lamb and mutton start next Monday.
- Your own copies of those prices - and meat grades - printed on two Consumer Tips Cards - can be had for the asking. Just mail your request to CONSUMER TIME - Department of Agriculture - Washington, D. C. That's all there is to it. CONSUMER TIME - Department of Agriculture - Washington D. C. Then tell us your own name and address and the call letters of your radio station. And - for next week ---
240. WOMAN: I'd like to hear a program on greens - salad cooking greens. I don't want to throw away any vegetable tops if they can be used as food.
241. 2nd WOMAN: Yes, - and how about wild greens? What beside dandelion leaves are good to eat.
242. JOHN: For the answer to those questions, tune in next week to CONSUMER TIME.

